



## The Effects of Watching Netflix on University Students' Emotion, Cognitive and Addiction

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### ABSTRACT

Netflix's popularity has expanded dramatically in recent years, with many students constantly streaming TV series and movies. However, major research shows that students are more likely to struggle with problems such as depression and anxiety including insomnia, loneliness, and academic difficulties. These problems occur due to the binge-watching pattern of Netflix dramas. Heavy watching of Netflix may cause several concerns regarding their behavioural, mental, emotional, and psychological well-being. Students may be suffering from anxiety and depression, emotional distress, trouble sleeping, poor performance in class and feelings of loneliness in terms of their psychological and mental health. Therefore this research intends to investigate the effects of Netflix students' mental health and watching television (Netflix) addiction among students. This study adopts a research survey that uses questionnaires to collect data. A total of 90 respondents of final-year students from the Faculty of Leadership and Management at Universiti Sains Islam Malaysia were involved in the survey. This study intends to provide significant insights into the effects of Netflix on university students' mental health to improve support networks and treatment strategies. The findings of this study add to the existing literature by highlighting the potentially harmful effects of Netflix addiction among university students. The results raise awareness about the dangers of excessive entertainment consumption and emphasize the importance of a balanced approach to leisure activities. Furthermore, the research provides significant knowledge for the establishment of solutions to enhance university students' academic performance and mental health.

**Keywords:** *Addiction, Netflix, Media Effects, Mental Health, Students*

## INTRODUCTION

Studies on media consumption effects, such as watching television on audiences, have found many negative and positive effects, depending on the extensiveness of individual usage. Communities, particularly university students interested in storytelling, filmmaking, or other creative things, can find inspiration and ideas on Netflix. Original series and movies contain various creative themes that can be used as a source of inspiration. Netflix can also be a useful resource for those new to certain languages. Offering programs and movies in multiple languages allows students to improve their listening skills, expand their vocabulary, and engage with different cultures and languages. Other than that, Netflix provides a smooth and easy viewing experience for the user. On-demand streaming services allow viewers to watch content at their convenience, fit around busy schedules and provide a personalized viewing experience.

Netflix is a streaming service that requires an audience subscription to allow customers to watch TV shows and movies on any device with internet access. On August 29, 1997, Netflix was founded in Scots Valley, California by Marc Randolph and Reed Hastings. Netflix is one of the world's leading entertainment services, with over 247 million paid memberships in over 190 countries enjoying a wide range of genres and languages. Netflix was established as a shipping DVD service through the mail in 1997. In 2007, Netflix introduced its distinct service that allows subscribers to view movies and TV series online (Dean. B., 2021). Since it started releasing original content, Netflix has greatly increased its popularity across a broad spectrum of society, namely among teens and young adults. Netflix offers an enormous variety of genres for TV movies and film series that suit people from a variety of age groups and their tastes. As of 2021, there were over 200 million Netflix subscribers (Alexander, 2021). Netflix's strategy of airing a whole season of television (TV) shows at once, along with its prominent advantage of streaming media, has caused the binge-watching phenomenon (Castro et al., 2021).

Streaming media platforms have significantly influenced on the entertainment industry (Tiffiller, 2017). Netflix's strategy of releasing full seasons of TV episodes at once, combined with its streaming media platform, has led to the binge-watching phenomenon (Castro et al., 2021). Digital streaming services are a common phenomenon in various media industry sectors. Yet YouTube, Netflix, and Spotify continue to be the main access points in the streaming discussion. Basically, streaming appears to offer an unlimited approach to accessing and utilizing media content. However, the majority of research on the phenomena has been limited to content like music, videos, or books and on specific industries like the music industry, the television industry, or the film industry, despite the concept being widely used across media industries (Lobato, 2019). Netflix and video streaming represent the transformation of the video rental store into the viewer's home.

## LITERATURE REVIEW

### Netflix's Content and Values

Netflix offers diverse shows and series, including sitcoms, mystery, and crime. These shows and series are produced in numerous countries that have different values. Without a doubt, these various ideals have a significant influence on viewers, particularly teens. According to a study using the cultural imperialism framework among teenagers on the relationship between teens' exposure to American sitcom series and its effect on their values, it is found that 54.5% of the sample had watched American sitcoms and that the shows not only promoted relationships but also the idea of distrust among friends (Al-Khayat, 2019).

Similarly, the widespread of Netflix content in many countries greatly impacts the morals and well-defined values of each country (Diab., 2018). A case study was conducted on an Arabic Jordanian Netflix Series, which stated the negative impact of Netflix in the Middle East, as it completely opposes their well-established values and morality (Darwish. I & Ain. N, 2020). Netflix also clearly has a great impact on influencing teenagers' attitudes toward embracing new values, as highlighted in a study conducted by Osman (2020). Netflix also has a special way of drawing in teenagers because it constantly streams movies about the stories of teenagers without any commercials. On the other hand, Netflix gives the category of adolescents permission to be in a sexual context, which is completely out of the ordinary for them.

### The Influence of Binge-watching Habit

In the era of on-demand media entertainment, binge-watching, defined as the intense and continuous consumption of a series in a single sitting, has gradually gained popularity (Pittman & Sheehan, 2015). Flayelle (2019) claimed that binge-watching is a popular method for people to cope with loneliness and escape from everyday life's challenges, which helps with emotion regulation. For media companies, binge-watching is beneficial since it fosters user engagement and loyalty. By releasing entire seasons at once, streaming services encourage customers to stay on their platforms longer, increasing the perceived value of the subscription. Media companies can also benefit from the data collected by binge-watching habits, which helps them with personalised content recommendations, content strategies, and optimising their libraries through evaluation.

Generally, college or university students' binge-watching behaviour is influenced by various factors. According to Dandamudi & Sathiyaseelan (2018), Most college students are bored during their leisure time and thus rely on streaming sites to keep themselves entertained, particularly during long semester holidays. Furthermore, stress because of examination pressure, difficulty in studying, lack of concentration, and personal problems are additional influences of binge-watching. As a result, binge-

watching may be relied on to de-stress from such situations (Panda & Pandey, 2017). It has also been discovered that students continue to binge-watch daily to build a form of culture, which eventually becomes a habit. From this perspective, they would choose binge-watching as a type of addiction (Panda & Pandey, 2017).

Various research on binge-watching by individuals in one sitting at several multiple times shows has a variety of consequences on viewers. Depending on the individual's viewing consumption management, these might be either positive or negative. According to Sung et al. (2015) research, most participants (ages 18 and 20) suffer from bingeing due to a change in their mannerisms, which may be harmful to their health if they become unrestrained. Whilst it has been noticed that binge-watching is a form of entertainment, users must develop self-control to avoid serious consequences.

### **Binge-watching Behaviour Among Students**

Excessive binge-watching could be a serious problem with mental consequences such as addiction, which can cause hesitancy or anxiety, as well as sleep problems (Wheeler, 2020). However, in terms of psychological factors, excessive binge-watching behaviour is similar to addiction among video gamers and Internet users. Binge-watching can be driven by a variety of factors, including passing the time, escaping life's challenges, managing negative emotions for brief satisfaction, and gradually becoming popular among the young generation (Starosta & Lzydorczyk, 2020).

Research also shows that binge-watching is linked to personality traits, with impulsiveness being an important trait of the binge-watching audience (Starosta et al., 2020). Ahmed (2021) stated that binge-watching drama may lead to addiction to watching drama and cause mental disorders like depression and anxiety. Binge-watching is a new recreational consumption option, and VOD services allow users constant access to media content, which provides viewers with numerous satisfying gratifications. However, freedom has negative media consequences, particularly the possibility of continuous viewing, which increases the risk of procrastination in accomplishing goals or tasks.

Furthermore, the advancement of streaming technology has made binge-watching easier than traditional cable TV. Computer laptops and mobile phones are the most common devices for binge-watching by young adults, as consumers have the freedom to decide when, where to watch it and the volume of episodes to watch (Trouleau et al., 2016). According to Starosta (2020), among university students in Poland, students tend to binge-watch their favourite TV shows on mobile platforms since they allow freedom to access them at any time and from any location. Technology innovation may create a better form of entertainment, but it has also developed symptoms of

addiction and loss of self-control over time spent on binge-watching and neglecting school tasks and responsibilities.

Moreover, Griffiee (2013) has stated that university students are more likely to engage in binge-watching behaviour than adults. This is because they have more flexible time to schedule work-life balance and enjoy binge-watching when compared to adults. The existence of the OTT Platform provides unlimited access to university students' favourite media at any time and without geographical restriction issues. This has led to an increase in binge-watching, where students watch multiple episodes in one sitting. (Shim & Kim, 2018). Watching episodes back-to-back has become the norm, and it is no longer a new trend in media viewing (Flayelle et al., 2017). Ahmed (2021) stated that binge-watching drama may lead to addiction to watching drama and cause mental disorders like depression and anxiety. However, Selvakumaran stated that binge-watching can help relieve stress, strengthen relationships, and make people feel productive and fulfilled. It shows that the advantages and disadvantages of binge-watching have always been controversial.

Young people with quick access to Netflix often prefer it over other activities. Once they are hooked on a particular show, they want to watch the entire season as soon as possible. Students' academic performance will also be affected by such excessive viewing patterns. Failing to deliver assignments within the time frame, skipping classes, or inadequate preparations for tests are some of the cases concerning hefty watching patterns. As a result, many things were being neglected, including social relationships and academic responsibilities. The desire to study may drastically drop, and it is unlikely to return again until the individual responsible is able to manage their watching habit or stops. Therefore, this research intends to investigate the effects of Netflix students' mental health and watching television (Netflix) addiction among students in USIM.

## **METHODOLOGY**

Respondents of this study involve final year students from the akidah and religious programme, communication students, da'wah and Islamic management students, counselling students and new media communication students at the Faculty of Leadership and Management (FKP) at Universiti Sains Islam Malaysia (USIM). Their maturity and expertise can provide important insights and perspectives for the research. The Google forms of the survey were randomly distributed to the students through e-mail addresses gained from the university mailing system. Data gathered through questionnaires were processed, coded and reported using Statistical Package for Social Science (SPSS) software, version 23, which is used for data processing. Descriptive analyses were executed to interpret and understand the findings.

## **FINDINGS AND DISCUSSIONS**

### The Effects of Netflix on Student's Emotions

Finding in Table 1 shows that almost 90 per cent of respondents (58.9% agree and 31.1% strongly agree) agrees they watch Netflix to relieve stress. On the other hand, only 10% of respondents disagreed and took a moderate opinion. The data above shows that 90% majority of respondents admit and agree that they watch Netflix to release stress from the workload. Overall, these findings highlight the popularity of Netflix as a stress-relief way among questioned individuals, exposing more about the platform's perceived role in providing comfort and relaxation.

Table 1: Frequency of the Effects of Netflix on Mental Health (Emotion)

Item (Emotion)	SD	D	M	A	SA
1. I watch Netflix to release stress	0 (0%)	2 (2.2%)	7 (7.8%)	53 (58.9%)	28 (31.1%)
2. I watch Netflix to improve my mood	0 (0%)	3 (3.3%)	21 (23.3%)	40 (44.4%)	26 (28.9%)
3. I watch Netflix to relax and chill after a long day	0 (0%)	10 (11.1%)	18 (20%)	34 (37.8%)	28 (31.1%)
4. I feel happier and inspired after watching Netflix	0 (0%)	11 (12.2%)	14 (15.6%)	43 (47.8%)	22 (24.4%)
5. I become deeply moved watching sad movies	0 (0%)	7 (7.8%)	7 (7.8%)	49 (54.4%)	27 (30%)
6. I feel excited watching new movies in Netflix	0 (0%)	15 (16.7%)	14 (15.6%)	36 (40%)	25 (27.8%)
7. I sometimes felt anxious watching suspenseful or thrilling content on Netflix	0 (0%)	9 (10%)	5 (5.6%)	34 (37.8%)	42 (46.7%)

[Indicator: 1-Strongly Disagree (SD), 2 – Disagree (D), 3-Moderate (M), 4-Agree (A), and 5-Strongly Agree (SA)]

The statement, "I watch Netflix to improve my mood" shows that 44.4% of respondents agreed with the statement, suggesting that using Netflix to improve their mood is common. Furthermore, a significant propensity toward using Netflix to increase mood was highlighted by the 28.9% who strongly agreed. However, the least student 3.3%the least student, 3.3%the least student 3.3%the least students, 3.3% disagreed, while 23.3% took a moderate opinion. The data above proved that 73.3% of respondents agree that they watch Netflix to improve their mood. These results demonstrate how important Netflix is to the happiness of the respondents, indicating that a sizable percentage use the platform for emotional support and inspiration.

Next, the third statement, "I watch Netflix to relax and chill after a long day", shows that 37.8% agreed with the statement, demonstrating that many people use Netflix to relax and chill after a long day. Furthermore, 31.1% strongly agreed, indicating a clear preference for using Netflix just for relaxing purposes. On the other hand, just 11.1% of respondents disagreed, while 20.0% took a moderate opinion. The majority of respondents, 68.9%, truly acknowledge that they watch Netflix to relax and chill after a long day. These findings highlight Netflix's importance in offering a calming and chill-out experience for a sizable portion of questioned participants, indicating its effectiveness in meeting the desire for leisure and stress relief.

The result of the 4th statement, "I feel happier and inspired after watching Netflix", shows that a significant majority, 47.8% of respondents, agreed with the statement, highlighting that Netflix has a beneficial impact on their emotional state, making them feel happier and motivated. Within this group, 24.4% strongly agreed, indicating that a sizable proportion of people believe Netflix to be a source of both joy and inspiration. Furthermore, 15.6% expressed a moderate opinion, while 12.2% disagreed. These findings show that 72.2% of respondents really admit that watching Netflix make them feel happy and inspired. These findings highlight the platform's ability to trigger positive emotional responses, reinforcing its function as a source of joy and inspiration for a large section of its users.

Furthermore, the result of the statement "I become deeply moved watching sad movies" shows that 54.4% of respondents agreed with the statement, showing that watching sad movies on Netflix had a deep emotional impact on them. A significant proportion of the population finds themselves profoundly affected by depressing films on the platform, as seen by the 30% of respondents who strongly agreed with this statement. Furthermore, 7.7% had a moderate and disagreeing viewpoint, demonstrating a range of reactions. The data above shows that 84.4% of the majority of respondents really agree that watching sad movies makes them deeply moved. Given that a sizable portion of Netflix users acknowledge that depressing films have a significant emotional impact, this research emphasizes the emotional relevance of these films.

The result of the statement "I feel excited watching new movies on Netflix" shows that a significant majority, 40% of respondents, agreed with the statement, indicating that a significant proportion of people are excited to see new movies on Netflix. Furthermore, 15.6% of respondents chose a moderate position, and 40% of participants concurred, suggesting that most participants are excited about new content to varied degrees. On the other hand, 16.7% disagreed, which represents a smaller but significant portion of users who aren't always enthusiastic about newly released films on the platform. It reveals that the majority of respondents, 67.8%, acknowledge that they get really excited when they watch new movies. This data highlights the wide spectrum of emotional responses to new Netflix movie releases, with most viewers feeling excited.

Watching suspenseful or thrilling content on Netflix experiences high levels of anxiety when exposed to suspenseful or thrilling content on Netflix. Only 10% of participants do not feel anxious when viewing exciting or suspenseful content on the platform. Overall, the data shows that most respondents (84.5%) admit that watching suspenseful or thrilling content makes them feel anxious. Students who agree that Netflix has significant effects on their mental health, mainly their emotional well-being, may have experienced specific emotional responses when viewing Netflix materials. They may feel that Netflix series or films provoke intense feelings like joy, sorrow, excitement, or fear. They might realize that Netflix gives them an escape from their daily stresses.

Overall, Netflix have an impact on students mental health in emotional aspect because most of the students admit that they watch Netflix to release stress (90%), improve their mood (73.3%), they want to relax after a long day (68.9%), watching Netflix's film somehow make them inspired (72.2%), they easily felt moved when watching sad movies (54.4%), watching new movies always make them excited (67.8%) and lastly they felt anxious when they watch thrilling content on Netflix (84.5%). The study shows that Netflix has a major effect on student mental health in terms of emotion. Watching Netflix is a popular approach for stress relief, mood enhancement, relaxation, inspiration, and entertainment.

### The Effects of Netflix on Student's Cognitive

Table 2, illustrates the effects of Netflix on mental health in the cognitive aspect. The result of the statement "watching Netflix shows strengthens my critical thinking and problem-solving skills" shows that many respondents, 36.7%, agreed with the statement, demonstrating that a sizable proportion of people believe that watching Netflix shows improves their critical thinking and problem-solving abilities. Furthermore, 23.3% took a moderate view, with 17.8% strongly agreeing, indicating that a sizable proportion of participants acknowledge the possible impact of Netflix shows on cognitive ability. However, 21.1% disagreed, with an additional 1.1% strongly disagreeing. Data shows that 54.5% of most respondents acknowledge that Netflix strengthens their critical thinking and problem solving of respondents acknowledge that Netflix strengthens their critical thinking and problem-solving skills. It demonstrates that a significant proportion of participants do not believe that viewing Netflix episodes improves their critical thinking and problem-solving skills.

Table 2: Frequency of the Effects of Netflix on Mental Health (Cognitive)

Item (Cognitive)	SD	D	M	A	SA
1. Watching Netflix shows strengthens my critical thinking and problem-solving skills	1 (1.1%)	19 (21.1%)	21 (23.3%)	33 (36.7%)	16 (17.8%)



2. Watching documentaries on Netflix improves my understanding of various types of information	0 (0%)	8 (8.9%)	15 (16.7%)	45 (50%)	22 (24.4%)
3. Watching Netflix influences my opinion on social and cultural issues	3 (3.3%)	26 (28.9%)	29 (32.2%)	24 (26.7%)	8 (8.9%)

[Indicator: 1-Strongly Disagree (SD), 2 – Disagree (D), 3-Moderate (M), 4-Agree (A), and 5-Strongly Agree (SA)]

Another statement, "Watching documentaries on Netflix improves my understanding of various types of information", a sizable percentage of participants, 50.0%, said they agreed with the statement. This suggests that students generally hold the opinion that watching documentaries on Netflix improves their comprehension of a variety of information categories. Furthermore, 24.4% strongly agreed, indicating a sizable percentage of students who are extremely convinced of the educational benefits of Netflix documentaries. In contrast, 16.7% of respondents had a moderate perspective, 8.9% disagreed, and no one strongly disagreed. Overall, most respondents, 74.4%, acknowledged that Netflix improves their understanding of various types of information.

The result of the statement "watching Netflix influences my opinion on social and cultural issues" shows that 32.2% of respondents indicated a moderate level of agreement, indicating that a sizable portion of respondents acknowledge Netflix's influence on how they think about social and cultural issues. Furthermore, 28.9% disagreed, demonstrating that a large proportion believe Netflix has little impact on their ideas in these categories. Furthermore, 26.7% agreed, indicating that a sizable proportion believes Netflix has a discernible impact on their attitude toward social and cultural issues. Interestingly, 8.9% strongly agreed, indicating a smaller but distinct grouping with a significant belief in the platform's influence on their ideas. On the other hand, 3.3% of respondents strongly disagreed, signifying a minority that insists that Netflix has no influence over their opinions on social and cultural matters. Data reveal that some students acknowledge that Netflix influences their social and cultural opinions, while some students do not acknowledge it.

Students who agree that Netflix has a significant effect on their mental health, especially in the cognitive aspect, may have experienced specific consequences while using the Netflix platform. They may assume that watching Netflix for an extended period affects their focus, attention, and cognitive abilities. They may have seen difficulties remembering information or multitasking because of Netflix's excessive screen usage. Students who strongly agree that Netflix influences their social lives and cognitive abilities may also have noticed behavioural and social changes in others. There is a possibility that an excessive amount of Netflix watching could result in fewer social connections, lower productivity, and less participation in other activities. Additionally, they

might think that having access to Netflix material all the time is distracting and makes it harder for them to concentrate on tasks or assignments.

Students who disagree, or strongly disagree, with the assumption that Netflix has an impact on their cognitive ability may have different views. They may argue that their Netflix consumption is moderate and balanced, allowing them to focus on other aspects of their lives. Some could think that watching Netflix won't have a negative effect on their social lives or cognitive function. They could further argue that there are specific variations in Netflix's effects on mental health and that they have not personally seen any disadvantageous effects.

In overall, Netflix has an impact on student's mental health in terms of cognitive as students can strengthen their critical thinking and problem-solving skills in their daily lives (54.5%), watching documentaries shows on Netflix will improve their understanding of various types of information (74.4%) and lastly watching Netflix content influence their opinion on social and cultural issues (35.6%). This data shows that watching Netflix content can improve cognitive abilities. It means students' views on social and cultural issues might be influenced by Netflix, and it can also help them develop their critical thinking abilities as well as their understanding of Netflix material from documentaries.

In general, it is clear that Netflix has an impact on students' mental health, particularly in the emotional and cognitive areas. In terms of emotion, a large number of students use Netflix to relieve stress, boost their mood, relax, and seek inspiration. They also express excitement about new films on the Netflix platform and realize the emotional impact of watching sad movies. However, it is important to note that some students feel anxious when they are exposed to suspenseful or intriguing content on Netflix. In terms of cognitive impact, students have differing opinions on the impact of Netflix on critical thinking and problem-solving abilities. Although quite a few respondents think that watching Netflix shows improves these skills, many of them disagreed. Students' opinions on whether watching documentaries on Netflix enhances their understanding of different kinds of information are also opposed. In general, the results indicate that Netflix has an impact on students' mental health. However, the amount and kind of this impact differs among individuals. Students should be aware of how much Netflix they watch and how it could affect their mental health. Maintaining a positive relationship with Netflix and enhancing general mental health can be achieved by balancing satisfaction with other activities and being conscious of the emotional and cognitive reactions to various sorts of content.

### **Watching Netflix Addiction**

In regards to findings in Table 3, it shows the the frequency of watching Netflix addiction. The result of the statement "I have trouble limiting the amount of time I spend

viewing Netflix" shows that 40% of respondents, a large percentage of the sample, said they struggle to set time limits for how much time they spend on Netflix.

Table 3: Frequency of Watching Netflix Addiction

Item (Addiction)	SD	D	M	A	SA
1. I have trouble limiting the amount of time I spend viewing Netflix	11 (12.2%)	34 (37.8%)	2 (2.2%)	36 (40%)	7 (7.8%)
2. I become anxious when I cannot watch Netflix.	15 (16.7%)	37 (41.1%)	7 (7.8%)	28 (31.1%)	3 (3.3%)
3. Watching Netflix disrupts my daily routine.	10 (11.1%)	33 (36.7%)	7 (7.8%)	36 (40%)	4 (4.4%)
4. I always looking forward to the next time I can watch Netflix	5 (5.6%)	10 (11.1%)	7 (7.8%)	42 (46.7%)	26 (28.9%)
5. I often prioritize Netflix over other important tasks.	23 (25.6%)	37 (41.1%)	5 (5.6%)	24 (26.7%)	1 (1.1%)
6. I find it difficult to stop watching Netflix once I have started	12 (13.3%)	21 (23.3%)	4 (4.4%)	29 (32.2%)	24 (26.7%)
7. I usually watch Netflix continuously without taking any breaks	19 (21.1%)	31 (34.4%)	8 (8.9%)	31 (34.4%)	1 (1.1%)
8. I cannot resist a day without watching Netflix.	25 (27.8%)	39 (43.3%)	2 (2.2%)	20 (22.2%)	4 (4.4%)
9. I have an intense urge to watch a new Netflix film as soon as it's released	6 (6.7%)	19 (21.1%)	10 (11.1%)	28 (31.1%)	27 (30%)
10. I sacrifice my sleep routine in order to continue watching Netflix films.	23 (25.6%)	20 (22.2%)	12 (13.3%)	29 (32.2%)	6 (6.7%)

[Indicator: 1-Strongly Disagree (SD), 2 – Disagree (D), 3-Moderate (M), 4-Agree (A), and 5-Strongly Agree (SA)]

Moreover, the percentage of respondents expressing disagreement or strongly disagreement respondents expressing disagreement or strongly disagree respondents expressing disagreement or strongly disagree, 37.8% and 12.2%, suggests that certain students have self-control over their Netflix usage and can set time limits for themselves to watch. However, 2.2% of respondents expressed a moderate view, suggesting that their Netflix-watching habits may not have a big influence on their time management. It's crucial to note that 7.8% of respondents strongly agreed, suggesting that there is a smaller but nonetheless considerable portion of the population that finds it difficult to set time limits for

using Netflix. To conclude, the data exhibits a range of viewpoints regarding the degree of control over Netflix viewing time. A significant proportion of respondents either indicated that they could manage their Netflix consumption easily or acknowledged that it was somewhat difficult, whereas a smaller but significant minority acknowledged that it was extremely difficult to set a limit.

The result "I become anxious when I cannot watch Netflix" shows a significant percentage, consisting of 41.1%, who expressed disagreement with the statement, implying that they do not feel anxious when they are unable to access Netflix. Furthermore, 16.7% strongly disagreed, highlighting the fact that a sizable proportion of students do not worry about not being able to watch Netflix. On the other hand, 7.8% indicated a moderate level and 31.1% agreed, suggesting that a sizable portion of people do really feel anxious to some extent when they are unable to watch Netflix. The strongest agreement, at 3.3%, only makes up a small percentage of the sample that responded, showing that they felt extremely anxious when they couldn't watch Netflix. In conclusion, the data shows a range of reactions to not being able to watch Netflix, with most respondents saying they don't feel anxious in those circumstances. However, a sizable percentage of individuals do admit to feeling nervous to varied degrees when they are unable to access the streaming site.

The result of the findings, "Watching Netflix disrupts my daily routine", shows a significant minority, 36.7%, disagreed with the statement, indicating that they do not see Netflix as a disruption to their everyday routines. Furthermore, a significant proportion of participants which is 11.1% strongly disagreed, indicating that they do not see Netflix viewing to be an obstacle to their everyday tasks. On the other hand, 40.0% of respondents agreed, and 7.8% indicated a moderate level of agreement, indicating that a sizable portion of the population does think that watching Netflix affects their daily routines in some way. The fact that only 4.4% of the remaining respondents strongly agreed that Netflix really disrupts with their daily schedule indicates that some students suffer major disruptions in their everyday tasks due to Netflix consumption. To sum up, the data shows that different people have different opinions about how much Netflix interferes with everyday life. While a sizable minority of participants indicate that watching Netflix has had varied degrees of impact on their everyday tasks, the majority do not see any significant interruption.

Next, the result findings for the statement "I always looking forward to the next time I can watch Netflix" indicates that most respondents who excitedly look forward to their next Netflix session expressed strong agreement with 46.7% of them and agreement with 28.9% of them. On the other hand, a total of 16.7% of respondents disagreed or strongly disagreed with the statement, suggesting that a smaller portion of the population is not as excited about the next Netflix series. Particularly, 5.6% strongly disagreed, and 11.1% disagreed, indicating that they did not look forward to the next Netflix sessions. Data shows that 75.6% of most respondents admit that they are really

looking forward when they can watch Netflix. In conclusion, the data reveals a general feeling of eagerness and expectation among most participants regarding Netflix viewing. Although a small percentage of respondents indicate less enthusiasm, the general trend indicates that Netflix is highly anticipated when it comes to the people who choose leisure activities.

Data for the statement "I often prioritize Netflix over other important tasks" shows that the statement was met with strong disagreement and disagreement from 25.6% and 41.1% of participants, indicating that most people do not usually prioritize Netflix over other important obligations. However, 26.7% of respondents said they agreed, and at least 1.1% strongly agreed, indicating that some people do admit to putting Netflix before other significant responsibilities. Another 5.6% of respondents chose a moderate opinion, which means that they stayed neutral with the statement. The result indicates that most of the people who were polled preferred to strike a balance between their Netflix usage and other important tasks. While some participants acknowledge that they occasionally put Netflix first, most respondents do not consistently engage in this statement.

The result for "I find it difficult to stop watching Netflix once I have started" shows 73.3% of participants said they agreed or strongly agreed with the statement, suggesting that it can be difficult to stop using Netflix once it has begun. In particular, 26.7% strongly agreed, and 32.2% of respondents agreed, indicating that a large percentage of the students found it difficult to end their Netflix sessions. On the other hand, 13.3% of respondents strongly disagreed with the statement, whereas 23.3% of respondents just disagreed, indicating that certain students are more able to stop watching Netflix. A smaller percentage of respondents, which is only 4.4%, took a moderate opinion, meaning that they stayed neutral with the statement. In conclusion, the information highlights how difficult it is for respondents to stop watching Netflix once they get started. The majority notes that it might be difficult to resist the want to keep watching while highlighting how much Netflix material has influenced and captivated them.

The next statement, "I usually watch Netflix continuously without taking any breaks," shows results in 34.4% agreeing with respondents, indicating that a significant percentage of the students watch Netflix series nonstop. However, the same percentage of respondents, 34.4% of respondents, disagree, and 21.1% of respondents strongly disagree, indicating that half of the students often take breaks from their Netflix viewing habit. Students who took moderate opinion, which is 8.9% of respondents, show that this percentage of the population took a neutral view and either agreed or disagreed with the statement. The data shows that a 55.5% a significant portion of respondents preferred to watch Netflix with a break in between. The majority admits to a propensity of binge-watching, highlighting how Netflix's rich and interesting material keeps users hooked without requiring breaks.

The result for the statement "I cannot resist a day without watching Netflix" shows that 43.3% of participants disagreed and 27.8% of participants strongly disagreed, indicating that a large portion of the respondents find it easy to skip a day without Netflix viewing. Even though 22.2% of respondents agreed with the statement, only 4.4% of respondents strongly agreed, indicating that they cannot resist a day without watching Netflix's series. For moderate opinion, only 2.2% of respondents, meaning that this percentage of the population took a neutral view, either agreeing or disagreeing with the statement. Data reveals that the majority of respondents, 71.1% of them, deny that they cannot resist a day without watching Netflix, meaning that they disagree with the statement. Overall, the information highlights how dependent the respondents were on Netflix, with quite a few saying it was hard for them to go a day without viewing. This result highlights the platform's crucial position in the respondents' daily routines and highlights how important it is for everyday pleasure and relaxation.

Furthermore, the result for the statement "I have an intense urge to watch a new Netflix film as soon as it's released" shows a huge majority of respondents, 61.1%, agreed or strongly agreed with the statement, indicating a strong desire to engage with freshly released films on the Netflix platform as soon as possible. To be more precise, 30% of respondents strongly agreed, and another 31.1% agreed, indicating that a large percentage of respondents felt strongly enough motivated to watch new Netflix movies as soon as they were released. In contrast, 21.1% disagreed and 6.7% of respondents strongly disagreed, indicating a significant but smaller group that does not have a strong desire to view Netflix new releases right away. Only 11.1% of respondents chose moderate opinion of this statement. Data shows that most respondent 61.1% of them really admit that when Netflix new series is out, they really urge to watch as soon it releases. In a nutshell the data highlights a general enthusiasm among the respondents for newly released Netflix films, with most of them indicating a strong or moderate desire to interact with the newest material as soon as it becomes accessible. This result emphasizes how well the Netflix platform works to build audience anticipation and hold their interest through timely content releases.

Lastly, result for statement "I sacrifice my sleep routine in order to continue watching Netflix films" shows a significant proportion of the respondents admitted to skipping sleep in favour to watch Netflix, with 38.9% of respondents stated that they either agreed or strongly agreed with the statement. To be more precise, 32.2% of respondents agreed, and 6.7% strongly agreed, it means that a sizable population of students admit to sacrificing their sleep in order to keep watch Netflix. In contrast, 22.2% disagreed and 25.6% of respondents strongly disagreed, indicating a sizable minority of students does not sacrifice their sleep schedule for Netflix. Respondent who are indifferent or somewhat inclined toward the statement are represented in the moderate opinion which is 13.3% of the respondents. In conclusion, the data shows a notable influence of Netflix on the sleep patterns of the respondents, with a significant proportion recognizing the propensity to forgo sleep in order to keep watching content

on the platform. This result highlights how much of an impact Netflix has on its audience's entertainment and lifestyle preferences.

Students may agree that Netflix content has the potential to make them addicted to watching it for a variety of factors. First, Netflix offers a huge selection of entertainment options with a huge collection of TV series and movies. Netflix's addictive habit may be contributed to by its accessibility where Netflix can be accessed at any time and from any device. Students who disagree with the idea of getting attached to Netflix, on the other hand, may have different points of view. They may claim that addiction is a personal decision and that people have control over their watching habits.

Overall, according to the data on student Netflix addiction, a significant percentage of students are able to maintain control over their Netflix usage and prioritize other important tasks, even though quite a few students show addictive behaviours towards Netflix, such as struggling to set time limits, finding it difficult to stop watching once they start and sacrificing sleep in order to continue watching. It is crucial to highlight that the level of addiction and influence on daily routines differs by individual, with some students suffering delays and favouring Netflix over other tasks, while others do not consider it a big disruption. Furthermore, the data demonstrates how enthusiastic and eager students are for new Netflix releases, demonstrating a high level of engagement with the streaming platform. The results indicate that although Netflix addiction is common among students, there are different views and behaviours about how it's used, pointing out its importance for individuals to balance their leisure activities with other aspects of their lives and be conscious of their viewing habits.

## **CONCLUSION**

The findings of the study on Netflix's effect on mental health show that students have a wide range of opinions. Many students admit that watching Netflix influences their mental health, especially when it comes to their emotional and cognitive abilities. These students claim to have emotional reactions while viewing Netflix content, as well as behavioural changes and trouble in concentration and focus. However, some students maintain a different perspective and do not believe that there has been a significant influence on their mental health. The User and Gratification Theory sheds insight into these findings by emphasizing how people or students seek satisfaction from media and achieve specific needs through their Netflix use. In relation to a previous study by Ahmed (2021), this research has a similar finding as it also suggests that excessive use of media platforms like Netflix can lead to addiction and contribute to mental health issues such as depression and anxiety. The result of this study shows that Netflix is a popular stress-relief technique, with a sizable proportion of student participants adopting it to relieve tension and increase mood. Additionally, it became a source of inspiration and relaxation, boosting viewers' motivation and happiness.

Additionally, it has been discovered that Netflix elicits strong emotional reactions, especially while watching sad films. Netflix's platform also creates excitement, particularly with the debut of new movies. On the other hand, it has been noted that intriguing or suspenseful Netflix material occasionally makes students feel anxious. Furthermore, the study highlighted Netflix's perceived educational benefits, with consumers claiming that it improves critical thinking and problem-solving abilities, notably through series and documentaries. Furthermore, it was discovered that Netflix varied in its ability to sway people's perspectives on social and cultural issues. Overall, the results show how Netflix significantly improves students' mental health by offering them options for learning, inspiration, leisure, and amusement.

This study also indicates that students have different viewpoints on the effects of Netflix shows and addiction. Many students agree that Netflix content has the potential to lead to addiction, pointing out signs of withdrawal and an intense urge to keep viewing Netflix. Netflix's accessibility and large content selection are perceived as addictive. Some students, on the other hand, claimed that Netflix addiction is by choice that may be restricted through self-discipline. The findings point out the variety and many different viewpoints regarding Netflix addiction. More study is needed to better understand other aspects of Netflix addiction and to develop effective prevention strategies.

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